



Executive Committee Meeting

Wednesday, December 14th, 2022, at 8:15 a.m.

Join Zoom Meeting:

<https://us06web.zoom.us/j/83210239817?pwd=eDJKN1BjazAwY1p2SXZzTGN1aTdyUT09>

Meeting ID: 832 1023 9817

Passcode: 768934

- I. Meeting Opening** **8:15 a.m.**
1. Call to Order.....Kim Wimer, Chairwoman
 2. Public Comment
 3. Chairwoman’s Report
- II. Consent Agenda** **8:20 a.m.**
1. Approve the November 2022 Executive Committee meeting minutes Attachment A
 2. Approved agreement for Professional Services #22140 for a Strategic Communication Plan for Workforce Development and the job Center with Pat Davis Design Group. Attachment B
- III. Discussion Items** **8:30 a.m.**
1. 2023 Executive Committee Focus:
 - Diversity, Equity, and Inclusion
 - Funding and Budget Strategies
 - Workforce Board WIOA Youth Plan
 - Industry Trends
 - Workforce Board Member Engagement
 - Marketing and Communications
- IV. Upcoming Board & Committee Meetings**
1. Executive Committee Meeting – Wednesday, January 11th, 2023, at 8:15 a.m.
 2. Workforce Development Board Meeting – Thursday, February 23, 2023, at 8:00 a.m.
Location: CLC, Lakeshore Campus, 33 N. Genesee St., Waukegan, IL 60085
- VIII. Adjournment** **9:15 a.m.**



Executive Committee Meeting

Wednesday, November 9th, 2022, 8:15 a.m.

Laser Precision, 2400 Commerce Drive, Libertyville, Illinois 60048

Present: Kim Wimer, Andrew Warrington, Dennis Kessler, Jennifer Harris, Carlotta Roman

Absent: Ann Maine, Jennifer Serino, Laura Crivlare, Lori Suddick

I. Meeting Opening

- 1. Call to Order.....Kim Wimer, Chairwoman

*Meeting called to order at 8:19 a.m.
A quorum was verified.*

- 2. Public Comment

No.

- 3. Chairwoman’s Report

The NAWDP Youth Symposium will be held in Charlotte, NC, November 14-16, 2022. Workforce Development will have two staff members participating in the symposium.

II. Consent Agenda

- 1. Approve the October 2022 Executive Committee meeting minutes
- 2. Approve the 2023 Executive Committee Meeting Calendar

[Attachment A](#)
[Attachment B](#)

Action: Member Harris motioned to approve the October meeting minutes and the 2023 Executive Committee meeting calendar. Member Dempsey seconded the motion.

All in favor.

Motion carried.

III. Discussion Items

- 1. Lake County WIOA Youth Plan

Complete a youth system inventory. The Youth Taskforce will create an action plan for more Opportunities for occupational training and education to lead to better jobs. The Youth Taskforce will review the current performance data.

- 2. Lake County Board Funding Strategies

Reduce indirect cost rate (250k - 300k). LCWDB needs to go to the County board to ask for the Funds to be eliminated or returned. A proposal needs to be prepared to show how the additional funds will be used. These funds are considered general funds. If the County agrees to return some, if not, all funds it could be broken down each year to return 50% first year, second year 60%, etc. Refresh board on what WD does.

3. Lake County Workforce Development Board Get-together
Tuesday, January 10, 2023 @ [Austin's Restaurant](#) from 11:00 a.m. – 1:00 p.m.

New board member orientation. DCEO orientation modules to completion/review prior to get together.

4. DCEO Regional Technical Assistance Grant Modifications – Diversity, Equity, and Inclusion (DEI)

Attachment C

The Workforce Partners of Metropolitan Chicago (WPMC) are implementing regional activities Around diversity, equity, and inclusion. The purpose is to develop guidelines for companies on how to expand their recruitment with inclusive employment. Looking to recruit 5-10 companies to be part of the marketing incumbent worker training program completion with a certification.

5. NAWB 2023 FORUM: March 25 – March 28

Attachment D

Awards: WIOA Trailblazer award, W.O. Lawton Award, and Laurie Moran Partnership award. Criterion based around our KPIs. The criterion was reviewed, and the board agreed to pursue.

6. Lake County Workforce Development Board Communications and Marketing Update
Pat Davis will be attending the LCWDB meeting virtually. The board should be involved in the marketing aspect and strategy. There is no funding available to get a temp or intern to help with these projects.

IV. Upcoming Board & Committee Meetings

1. Executive Committee Meeting – Wednesday, December 14, 2022, at 8:15 a.m., TBD
2. Workforce Development Board Meeting – Thursday, November 17, 2022, at 8:00 a.m.
Location: Lake County Chamber of Commerce, 1313 N Delany Rd, Gurnee, IL 60031
3. Workforce Development Board Meeting – Thursday, February 23, 2023, at 8:00 a.m.
Location: CLC, Lakeshore Campus, 33 N. Genesee St., Waukegan, IL 60085

VIII. Adjournment

Member Dempsey motioned to adjourn the meeting. Member Kessler seconded the motion.

Meeting adjourned at 9:34 a.m.



**AGREEMENT FOR PROFESSIONAL SERVICES #22140 For a STRATEGIC COMMUNICATION PLAN FOR
WORKFORCE DEVELOPMENT and JOB CENTER**

Lake County Workforce Development Board hired Pat Davis Design Group to assist with the development of a strategic outreach and recruitment campaign including brand development through core messaging, guidance on future message development and a formal strategic communications plan aligning all current marketing efforts.

Key target audiences include job seekers, young adults, small businesses, industry leaders, small businesses, partners, other residents, and stakeholders in Lake County.

The goals of the project are:

1. Increase awareness of the employment and training services and programs delivered by Workforce Development and the Job Center.
2. Develop a communications plan with the following objectives:
 - Consistent message communication across multiple sites and user types
 - Consistent messaging that aligns with the existing Board Communication Plan and Brand Manual
 - Tools for different types of information dissemination
 - Messaging congruent with LCWDB's mission and vision
 - Identify the preferred modalities for communication with different partners and other stakeholders
3. Develop a communications tool kit that can be shared and used by partners including a website and social media to be used by the Job Center, community partners, municipalities, school districts, libraries, and faith-based organizations to expand the outreach into key underserved communities.
4. Develop a mechanism for evaluating the success of communication activities along with marketing/communication Key Performance Indicators.

SCOPE OF WORK

Week (2023) Tasks

January 9	Project Kick-off, Initial Client Intake Session
January 23	Facilitate Additional Stakeholder Session (if needed), Begin Strategy Outline and Framework
January 30	Research / Review Existing Communications Efforts and Messaging
February 6	Facilitate Additional Stakeholder Session (if needed), Present Draft 1 of Strategy/Plan
February 20	Collect Client Feedback, Incorporate Refinements, Present Draft 2 of Strategy/Plan
March 6	Collect Client Feedback, Incorporate Refinements, Present Draft 3 of Strategy/Plan
March 13	Present Final Strategy/Plan for Approval, Onsite Visit in Lake County
March 20	Creative Development of Priority Deliverables (e.g., Brand Refresh, Website, social media, etc.)
April 24	Collect Client Feedback, Review and Refine Priority Deliverables, Draft Communications Toolkit
May 1	Collect Client Feedback, Review and Refine Communications Toolkit
May 15	Final Approval of Priority Deliverables and Communications Toolkit
May 29	Begin Deployment of Immediate-Term Tactics (6/1-8/31/2023)
July 3	Creative Development of Short-Term Deliverables (e.g., Print/Digital Collateral, Digital Ads, etc.)
August 7	Collect Client Feedback, Review and Refine Short-Term Deliverables
August 21	Final Approval of Short-Term Deliverables, Onsite Visit in Lake County
August 28	Begin Deployment of Short-Term Tactics (9/1-10/31/2023)
September 4	Creative Development of Long-Term Deliverables (e.g., E-News, Print/Digital Collateral, etc.)
October 2	Collect Client Feedback, Review and Refine Long-Term Deliverables
October 16	Final Approval of Long-Term Deliverables
October 30	Begin Deployment of Long-Term Tactics (11/1-12/31/2023)
November 13	Perform Six-Month Review of Plan Implementation, Recommend Adjustments (if needed)
December 19	Review and Discuss Year Two Marketing Communications Plan Implementation (if desired)
December 25	Begin Deployment of 2024 Tactics (pending available funding)